



## **NEWS...**

### **FROM THE CALIFORNIA TRAVEL AND TOURISM COMMISSION**

May/June 2006 Issue

#### **The California Travel and Tourism Commission**

The California Travel and Tourism Commission (CTTC) is a non-profit organization, with a mission to develop and maintain marketing programs — in partnership with our state's travel industry — that keep California top-of-mind as a premier travel destination, and thus, result in a steady and increasing stream of visitor expenditures. The CTTC, working together with the California Business, Transportation and Housing Agency's Division of Tourism, make up "California Tourism."

#### ***From the CTTC Executive Director:***

"I am pleased to report on the current status of the Governor's budget for the Division of Tourism for FY 2006-07. Governor Schwarzenegger proposed augmenting the budget by \$2.7 million bringing the proposed total state funding allocation to \$10 million. The Assembly Budget Subcommittee approved an augmentation of \$7.7 million bringing the proposed amount of state funding to \$15 million. The Senate Budget Subcommittee, however, did not approve the proposed augmentation leaving the total state commitment at \$7.3 million. This means that the matter will be placed before the Budget Conference Committee to resolve the difference.

The Omni Hotel in San Francisco will be the setting for the next Commission meeting on June 27-28 as well as a local assessed business reception on June 27. International POW WOW in Orlando, Florida just wrapped and California looks forward to hosting this exciting event in Anaheim, April 2007.

Upcoming activities include the CTTC's L.A. media reception on June 13 in West Hollywood at the Wolfgang Puck restaurant in the Pacific Design Center as well as an official kick-off to the summer travel season. Over 100 top-level media will receive a pint of ice cream and customized scoop, the *Best of CA Drives* Guide and a CA music CD."

*Best regards,  
Caroline Beteta*



- *2007 State Visitor's Guide & Travel Planner*
- New Research Tool Available
- Save The Date - June 27-28, 2006
- Latest CTTC Web site Activity
- San Francisco Media Reception October 4
- *What's New in California* Fall 2006
- [www.culturecalifornia.com](http://www.culturecalifornia.com)
- Cultural & Heritage Tourism Council
- Shop California
- Cost-Effective Advertising at CA Welcome Centers
- California Rewards Program
- 2006-2007 International Marketing Opportunities
- [Destinations2Discover.com](http://Destinations2Discover.com) Opportunities
- 2007 International Market Visitor Guides

### **California Official 2007 State Visitor's Guide & Travel Planner (CVG)**

Advertising opportunities are still available and will not close until August 1 for the newly redesigned 2007 CVG. Contact Jon Trumbull, California Travel and Tourism Publications at 714-424-1989 or [trumbullj@sunset.com](mailto:trumbullj@sunset.com).

### **Do-It-Yourself Charts and Graphs on CTTC Research & Statistics Link**

A new research feature developed by Dean Runyan Associates, allows users to create and print their own bar charts showing visitor expenditures, employment, tax revenues, and hotel occupancies for the counties of their choice. Go to [www.visitcalifornia.com](http://www.visitcalifornia.com), click on Travel Industry and then Research and Statistics. Contact Tiffany Urness, Research Manager at 916-327-3391 or [research@cttc1.com](mailto:research@cttc1.com) for assistance.

### **Latest CTTC Web Site Activity**

From February - March 2006, [www.visitcalifornia.com](http://www.visitcalifornia.com) averaged 374,952 visitor sessions; 137,274 unique visitors; and 7,142,581 hits. Contact Jana Faith, Information Services Coordinator at 916-319-5425 or [jfaith@cttc1.com](mailto:jfaith@cttc1.com) for more details.

### **San Francisco Media Reception – October 4 – AT&T Park**

The San Francisco Media Reception is scheduled for **October 4** at AT&T Park (formerly SBC Park) from 5:30 to 8:00 p.m. The cost for a primary delegate is \$800. Contact Leona Reed, Media Relations Manager at [lreed@cttc1.com](mailto:lreed@cttc1.com) by **August 7** to register.

### **What's New In California Fall 2006**

*What's New in California* is distributed to 3,000 consumer and travel trade media world-wide and posted on [www.visitcalifornia.com](http://www.visitcalifornia.com). The deadline to submit items for consideration for the fall 2006 issue is **July 14**. A newly developed form to streamline the submission process is available. Please contact Sam Caygill, Manager, Media Relations at 916-319-5424 or [scaygill@cttc1.com](mailto:scaygill@cttc1.com) or fax submissions to 916-444-0410.

### **Post Your Cultural Event on [www.culturecalifornia.com](http://www.culturecalifornia.com)**

Posting your event on [www.culturecalifornia.com](http://www.culturecalifornia.com) gains further exposure for cultural events. Click on "add an event" and follow the easy instructions. Visitors can search California cultural offerings by region or event. Contact Jana Faith at 916-319-5425 or [jfaith@cttc1.com](mailto:jfaith@cttc1.com).

### **Cultural & Heritage Tourism Council**

As follow-up to the recent Cultural & Heritage Tourism Symposium, regional forums are being planned to help local economies promote the benefits of cultural and heritage resource preservation and tourism promotion. Leaders from all regions of California are encouraged to attend to better leverage collective resources. Contact Susan Wilcox, Chief Deputy Director at 916-319-5412 or [swilcox@cttc1.com](mailto:swilcox@cttc1.com).

### **Shop California – the HATS and BAGS Packages**

The **HATS** Collection - **H**istoric Inns, **A**rts, **T**ours, **S**hopping and **BAGS** - **B**otanicals, **A**rts, **G**ardens, and **S**hopping are premier packages presented in partnership with Shop America tours. These special packages launched at Pow Wow 2006 and will be featured at [www.shopamericatours.com](http://www.shopamericatours.com) and [www.visitcalifornia.com](http://www.visitcalifornia.com). Contact Susan Wilcox at 916-319-5412 or [swilcox@cttc1.com](mailto:swilcox@cttc1.com) for more information.

### **Cost-Effective Advertising at the California Welcome Centers (CWC)**

Advertising opportunities are still available at select CWCs. Contact Janice Simoni, Manager, California Welcome Center at 916-445-1094 or [jsimoni@tourism.ca.gov](mailto:jsimoni@tourism.ca.gov) to learn more about the program.

### **California Rewards Program Reaches Customers At Point-of-Sale**

The California Rewards Program reaches the consumer directly through restaurants, attractions, ground transportation and retailers. Customers can earn \$25 and \$50 California Rewards each time they visit a participating company and save at hotels and attractions throughout California. Go to [www.californiarewardscard.com](http://www.californiarewardscard.com) or contact Susan Wilcox at 916-319-5412 or [swilcox@cttc1.com](mailto:swilcox@cttc1.com) for more information.

### **2006-2007 International Marketing Opportunities Available Soon**

The CTTC strategic international marketing activities for the coming fiscal year will be available in late May. Programs will include trade shows, sales missions, marketing alliances, promotions and more in California's key markets such as Australia, Canada, Germany, Japan, Mexico, the U.K. and selected secondary markets. Contact Terry Selk, Director, Travel Trade Development at 916-319-5411 or [tselk@cttc1.com](mailto:tselk@cttc1.com).

### **Destinations2Discover.com - an Online Business-to-Business Web Site**

The CTTC has secured a 30 percent reduction in cost for its travel industry partners who sign-up under the California tourism umbrella. [Destinations2Discover.com](http://Destinations2Discover.com) offers a diverse selection of trip planning and purchasing tools for unique travel experiences. Contact Franci Edgerly at 912-267-1558 or [franci@iti-marketing.com](mailto:franci@iti-marketing.com) for further information or Terry Selk at 916-319-5411 or [tselk@cttc1.com](mailto:tselk@cttc1.com).

### **2007 International Market Visitor Guides**

With the overwhelming response to the newly revised CTTC U.K. and Germany Guides in 2006, the publications will be produced again for 2007 along with a Mexico (Spanish) and Japanese Guide. Deadlines for all four guides close in August, 2006. For an ad sales sheet and more details, contact Larry Cohen, President, Northeast Media Inc., at 203-255-8800 or [toprep@aol.com](mailto:toprep@aol.com).

**CTTC**

**Sunne Wright McPeak**, CTTC Chair  
*(Secretary, California Business,  
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Newsletter Editor

*California Tourism is a joint marketing venture of the  
California Travel and Tourism Commission (CTTC)  
and the California Business, Transportation and  
Housing Agency, Division of Tourism*

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**CTTC Regional Marketing Representatives**

From March 2006 through April 2006, CTTC regional marketing representatives met with over 620 businesses and travel colleagues throughout the state. The goal of this program is to spread the word about the extensive CTTC marketing and cooperative programs available — many at little or no cost! We encourage you to contact your local marketing representative:

Region	Representative	Contact Information (E-Mail; Phone)
All Regions	Jennifer Jasper	<a href="mailto:jjasper@cttc1.com">jjasper@cttc1.com</a> ; 916-447-0981
San Francisco Bay Area	Jean Johnstone	<a href="mailto:jjohnstone@cttc1.com">jjohnstone@cttc1.com</a> ; 510-652-3294
Central Coast	Jean Johnstone	<a href="mailto:jjohnstone@cttc1.com">jjohnstone@cttc1.com</a> ; 510-652-3294
Northern and Central CA	Shellie Cook	<a href="mailto:scook@cttc1.com">scook@cttc1.com</a> ; 916-933-2433
Northern and Southern CA Mountains	Pettit Gilwee	<a href="mailto:pgilwee@cttc1.com">pgilwee@cttc1.com</a> ; 530-583-2138
L.A. and Orange County	Bob Amano	<a href="mailto:bamano@cttc1.com">bamano@cttc1.com</a> ; 626-698-6044
San Diego, Inland Empire and Deserts	Kathy Anderson	<a href="mailto:kanderson@cttc1.com">kanderson@cttc1.com</a> ; 760-635-1375

*Please note these designations are for outreach purposes only and do not replace the established 12 California Tourism regions used for most marketing purposes. If you have questions, or do not see your area listed above, please contact Jennifer Jasper, Deputy Director, Communications at 916-447-0981 or [jjasper@cttc1.com](mailto:jjasper@cttc1.com).*